

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Chris Sheffield, et al.  
Appl. No.: 10/561,897  
Conf. No.: 3092  
Filed: February 12, 2007  
Title: AUCTION SYSTEM  
Art Unit: 3695  
Examiner: Ryan D. Donlon  
Docket No.: 3718611-06151 (formerly 1512.2.160)

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO FINAL OFFICE ACTION**

Sir:

In response to the Final Office Action dated April 6, 2011, and in accordance with the telephone interview conducted with the Examiner on June 8, 2011, please amend the above-identified patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 19 of this paper.